



اُونِيۡۡۡرْسِيۡۡتِيۡۡ تِيۡكْنُوۡۡلُوۡۡجِيۡۡ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE (AS120)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

OPPA CHICKENG

PREPARED FOR:

MADAM FAIZAN BINTI HJ ABD JABAR

PREPARED BY:

- 1) NURIN TIHANI BINTI ZAIDI (2018675764)
- 2) NUR ASYIQIN BINTI BAHARUN (2018421578)
- 3) ANIS SURAYA BINTI SHAHRIM (2018246944)
- 4) NUR FATIHAH LIYANA BINTI KAMARUDDIN (2018821716)
- 5) NUR FATIHAH BINTI KAMARUDIN (2018814216)

GROUP: AS1205D

SUBMISSION DATE: 22JANUARY2021

LETTER OF SUBMISSION

Diploma in Science (AS120)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

22 JANUARY 2021

Madam Faizan Binti Hj Abd Jabar
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Applied Science
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang


Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**OPPA CHICKENG**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
(NUR FATIHAH LIYANA BINTI KAMARUDDIN)

General Manager

ACKNOWLEDGEMENT

First of all, praise be to Allah SWT for giving us the chance to finally finish our ENT300 business plan. We embrace this as a challenge for ourselves, since it reveals our passion and potential to do so. For business prospects, this business project plan will hopefully be one way for us to develop our skill and interest in another way, to be a guide to encourage our effort to become an educational and effective business individual.

Secondly, we would like to sincerely thank our beloved lecturer, Madam Faizan Binti Hj Abd Jabar, for providing us with moral support and being so supportive and friendly to us in completing this business plan.

Last but not least, for the effortless and never-ending spirit and cooperation in completing this project, we would also like to thank our group members, Anis Suraya Binti Shahrim, Nur Asyiqin Binti Baharun, Nur Fatihah Liyana Binti Kamaruddin, Nurin Tihani Binti Zaidi and Nur Fatihah Binti Kamarudin. We will never complete this mission without great commitment from all of us. Thank you.

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EXECUTIVE SUMMARY

The aim of this business plan is to encourage us to achieve company milestone and lets us step back and think about the main components of our organisation strategically and guides our decision-making as we move forward. Whether we need to obtain a business loan or not is important. Recognize that there is no need for the proposal to be like a guide and not have to have all the answers. Besides, business plan also help us guide our business as we start and grow our company. It helps us to interpret of a company strategy as a GPS to get the company moving. Through every step of beginning and managing our companies, a good business plan guide us. In order to organise, manage, and expand our new company, we will use our business plan as a GPS. It is a means of going about and detailing all the main aspects of how our organisation will work.

Oppa Chickeng begin in January of 2020 and was registered on 20 May of 2020. This company is a company that sells food based on chicken and cooked based on Korean taste. In this business plan, we conclude administration plan, marketing plan, operational plan and financial plan. For administration plan, it is a schedule that we relates to and complements the operating plan or order and includes information and guidance relating to the operation's logistical and administrative support. For marketing plan, it is a detailed document detailing the overall marketing initiative of a company. It is a plan detailing how our company can execute the marketing strategies and use a blend of tools to achieve business results, including sales goals or the retention of customers. We also list down our nearby competitors and market share before the entry of our business. Under marketing plan, we also explain our market strategies and our marketing budget for this business. For operational plan, we have focus about consultation, budgetary information, calendar of events, maintenance schedules, training plans and facility use schedules. We have list down our sale forecast per day, week and month. We also bring raw material planning that required per month such as bill of material. We also list down our business and operation hours for our business and operation budget for overall cost that we have used for this business. Lastly, for financial plan, we describe how our business can continue to fulfil its strategic objectives and goals. The Financial Plan outlines each of the tasks, money, equipment and materials required, as well as the timeframes involved, to achieve these goals.